

The background features a hand pointing upwards from the bottom center towards a complex network of icons. These icons, including speech bubbles, user profiles, gears, musical notes, and social media symbols, are interconnected by a web of light blue lines. A teal banner is positioned in the middle of the image, containing the title and a number.

2

HOW TO BUILD YOUR FACEBOOK BUSINESS PAGE



Irish Life



HOW TO BUILD YOUR FACEBOOK BUSINESS PAGE

Facebook success relies on you building relationships with members of your target market over time.

Now you have a Facebook page you'll need to start attracting people to Like it.

STEP 1:

WHO DO YOU WANT TO LIKE YOUR PAGE?

Before you start building your audience you need to decide who you want to attract.

Start by thinking about your existing customers. Who represents an ideal customer for you?

If you have more than one type of customer choose an ideal customer that represents each segment.

These people will form the basis of your 'Customer personas'. If you can define your ideal customer, their gender, their age, their situation and interests it's much easier to target them with your online marketing and create content that will resonate with them.

Once you've defined their basic characteristics of your ideal customer give them a name. This helps you quickly communicate who you are marketing to with your team.

STEP 2:

WHY SHOULD PEOPLE LIKE YOUR PAGE?

Before you start inviting people to Like your page you should write a short elevator pitch telling people what's in it for them.

- Will you be offering a plain-speaking guide to the latest financial news?
- Will you be sharing customer stories?
- Will you be sharing offers and discounts?

If you aren't sure what your customers would like to see, ask them. If your customer feels valued and invested in the process they will be more likely to Like your page and interact with your content.

Now you are ready to start getting Likes.

10 WAYS TO GET PEOPLE TO LIKE YOUR PAGE

1

INVITING EXISTING CUSTOMERS BY EMAIL

Send an email to your existing customers and clients. Give them your elevator pitch for Liking your page and include a direct link to it.

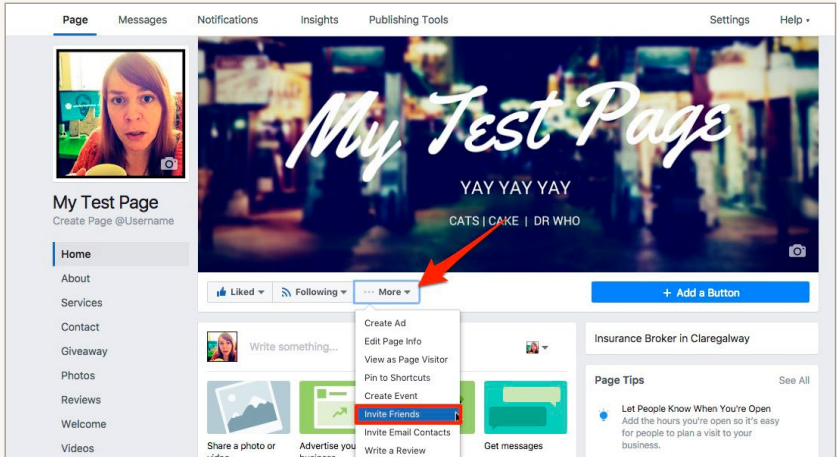


2

INVITE FRIENDS

If you are personal Facebook friends with people who could match your customer persona you can invite them to Like your page.

Click the 'More' button just underneath your cover photo and select 'Invite Friends' from the drop-down menu.



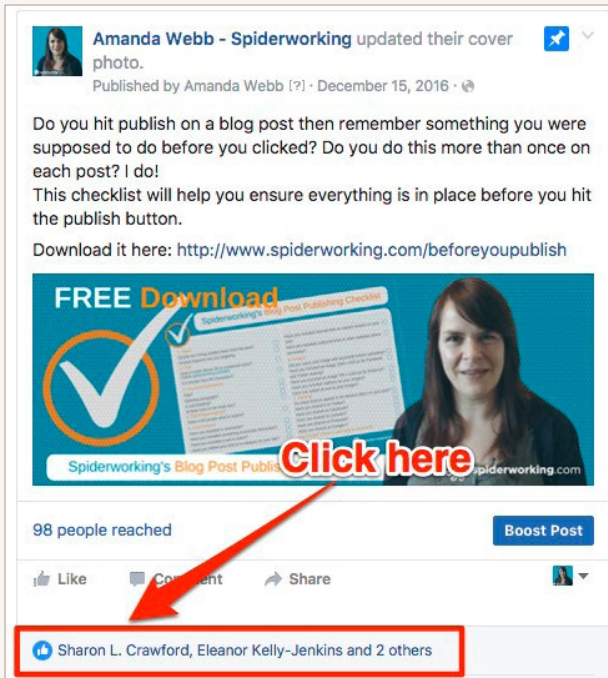
A window will appear listing all your friends. There will be an 'invite' button next to the people who aren't already connected to your page.

When you click invite they will get a notification on Facebook to tell them that you have invited them to Like the page.

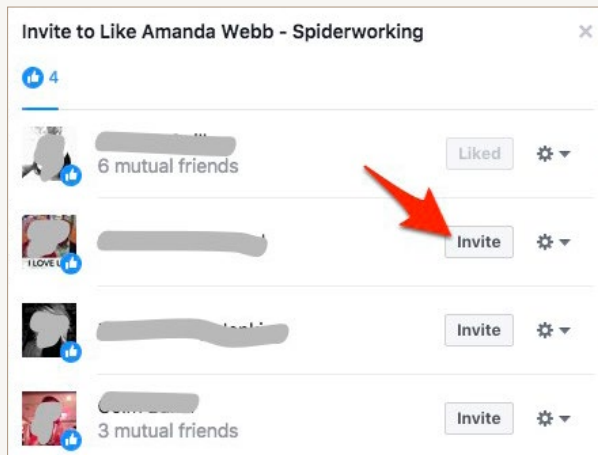
3

INVITE PEOPLE WHO HAVE REACTED TO YOUR POST

If people have liked or reacted to your post you can invite them to like your page. Click on the reactions underneath a post and a window will appear.



When 'Invite' appears next to the name of a person you can ask them to like your page.



Be aware. When you do this, they will get a notification from you as an individual, not the page that you have been invited to like it.

4

COMMENT ON POSTS FROM OTHER PAGES

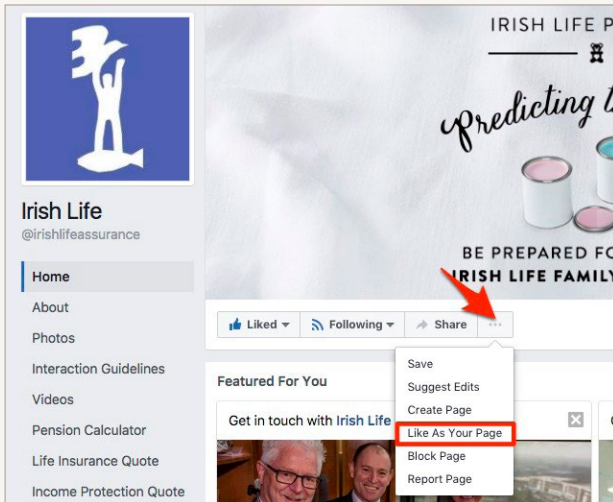
Make a list of Facebook business pages that share your target market. These could be pages from local businesses in your area, local press or pages from other complimentary businesses.

You can Like these pages as your business.

To do this visit the page you want to connect with

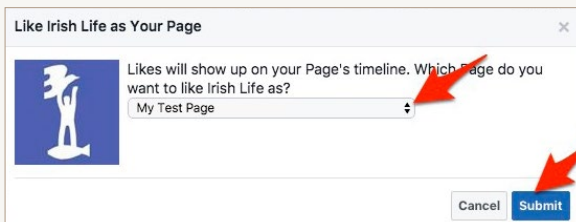
Click the three dots just underneath their cover photo

Select 'Like As Your Page' from the drop-down menu



If you manage more than one page you will be prompted to select the page you want to Like as

Click 'Submit' to Like the page



Repeat this process for each page you want to Like

Your business page news feed

Go back to your business page

Select 'See Pages Feed' from the right-hand sidebar


The screenshot shows the Facebook interface for a business page named "My Test Page". The page has a cover photo with the text "My Test Page", "YAY YAY YAY", and "CATS | CAKE | DR WHO". The left sidebar contains navigation links: Home, About, Services, Contact, Giveaway, Photos, and Reviews. The main content area shows a "Write something..." prompt and several action buttons: "Share a photo or video", "Advertise your business", "Get phone calls", "Get messages", "Help people find your business", "Create an event", "Create an offer", and "Write a note". Below these is a "This Week" section with metrics for Post Reach (0), Post Engagement (0), and Response Rate (0 of 0). A red arrow points from the "Response Rate" metric to the "See Pages Feed" link in the right sidebar. The right sidebar contains "Page Tips" and a "See All Page Tips" link. At the bottom of the sidebar, the "See Pages Feed" link is highlighted with a red box, with the text "Posts from Pages you've liked as your Page" below it.

This will bring you to a page showing you updates from the pages you have Liked as a business.

Pages Feed

See posts from other Pages that My Test Page likes


Like Other Pages



Irish Life

4 hrs · €

We can't predict the family holiday you'd like, but we can help you plan for it. Tune into the **Ian Dempsey Breakfast Show** on Today FM now for your chance to win a family holiday to the value of €5,000. [#PredictTheFuture](#)



Like


Comment


Share

Buffer

Schedule

Hootlet





Write a comment...

Like and comment on posts here. This will help you connect both with the business and the people who interact with their posts. When they see your comments they will check your page out.

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5

SHARE POSTS FROM OTHER PAGES

From time to time you'll see a post on one of the pages you have Liked as a business that will be valuable to your target market.

You can share these as posts on your own Facebook page. This will attract the attention of the businesses you are sharing from and could result in reciprocal shares.

As a bonus, you are also offering great content to your audience.

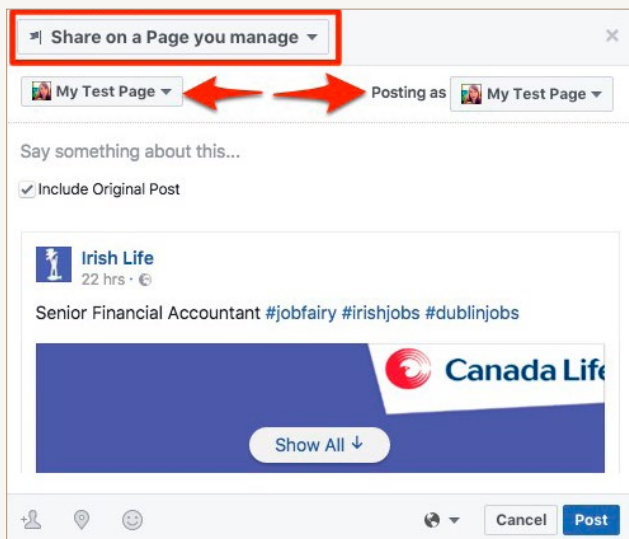
To share a post to your page click the 'Share' underneath the post.



Ensure the top menu says 'Share on a Page you manage' and then select the page you want to share to from the drop-down menu.

Both the menu on the left and the 'posting as' menu should be set to your page name.

Click 'Post' to publish the post to your page



The image shows a Facebook sharing interface. At the top, a dropdown menu is highlighted with a red box and contains the text "Share on a Page you manage". Below this, there are two dropdown menus, both set to "My Test Page". A red double-headed arrow points between these two menus. The text "Posting as" is visible between the two dropdowns. Below the dropdowns, the text "Say something about this..." is followed by a checked checkbox labeled "Include Original Post". The main content area displays a post from "Irish Life" (22 hrs · 🌐) with the text "Senior Financial Accountant #jobfairy #irishjobs #dublinjobs" and a large blue banner featuring the "Canada Life" logo. At the bottom of the interface, there are icons for tagging, location, and emoji, followed by a globe icon, a "Cancel" button, and a "Post" button.

6

RUN A CONTEST

Running competitions on Facebook is an excellent way to spread the word about your page. Be aware Facebook has some very specific rules about the types of contest you can run.

It's against the rules to:

- Ask people to share your post as part of a competition
- Tag other people as part of a competition

Try partnering with a local business on a prize and ask people to answer a question about the local area to enter. That way you'll know you are attracting the right people to your page.

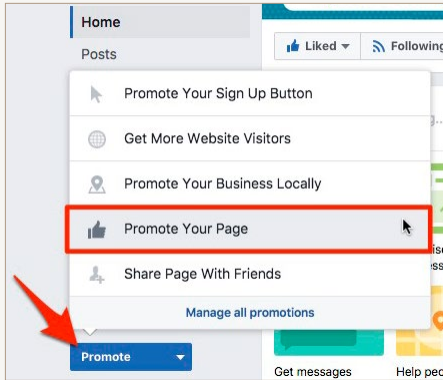
7

USE ADVERTISING

The best way to ensure you are attracting exactly the right people to your Facebook page is to use Facebook ads.

Facebook makes it easy to create an ad promoting your page.

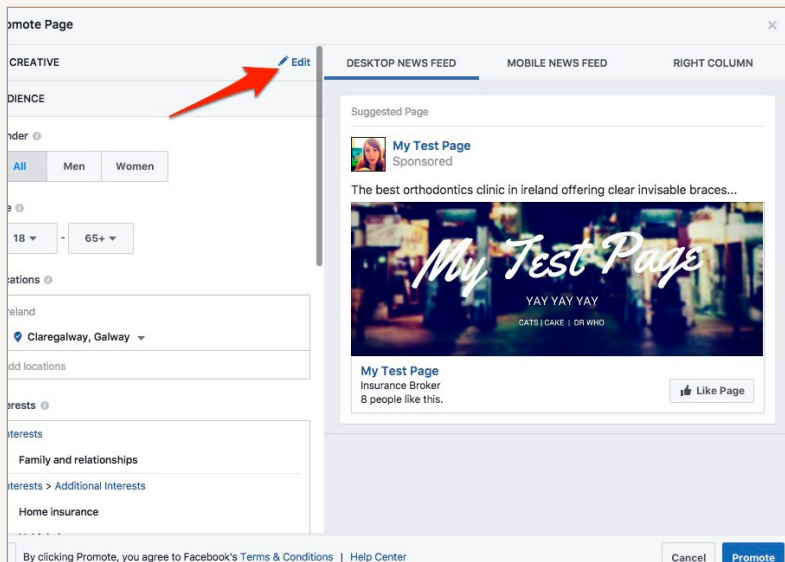
Click 'Promote' on the left-hand sidebar of your page and select 'Promote Your Page' from the drop-down menu.



A window will appear immediately with a suggested ad.

Facebook will automatically pull in your cover photo for an image, your location as an area to target and interests related to your business type.

Click the edit button at the top of this window to make changes



You have 90 characters including spaces and punctuation to add a call to action to your post. You can use a shortened version of your elevator pitch here to let people know why they should Like your page.

If your cover image is text heavy it's a good idea to change the image.

You can upload a photo or video or choose from photos you have uploaded to your Facebook page in the past.

If you are targeting local people, it's a good idea to include an image of something local here. Seeing a local landmark will attract the attention of people who see it.

The ideal size for the image for this ad is 828 x 315 pixels. You can use a tool like Canva (www.canva.com) to help you crop and create images.

The screenshot shows the Facebook 'Promote Page' interface. On the left, the 'AD CREATIVE' section is visible, with a 'Text' field containing 'The best orthodontics clinic in ireland offering clear invisible braces...'. Below this, the 'Add an Image' section has buttons for 'Upload', 'Select Image', and 'Reposition Image'. The 'AUDIENCE' section shows 'Gender' with 'All' selected, and 'Age' with '18' and '65+' selected. The 'Locations' section shows 'Ireland' and 'Claregalway, Galway'. On the right, the 'DESKTOP NEWS FEED' is visible, showing a 'Suggested Page' for 'My Test Page' with a sponsored post. Red arrows point from the 'Text' field and the 'Add an Image' section to the 'My Test Page' post. Overlaid on the post is the text 'Add your elevator pitch' and 'Change your photo or add video'.

Scroll down to change the people you are targeting with your ads. You can select a gender and age group a location and interests here.

Delete any interests that Facebook selected that aren't relevant to your business.

Scroll down again to add a budget, a payment method and launch your ad.

8

ADD BUTTON OR PAGE PLUGIN TO WEBSITE

When people visit your website make it easy for them to visit or Like your Facebook page.

You can add a button that links to your page so that visitors can find it and Like it. If you do this make sure Facebook opens in a new tab so you aren't sending people away from your site.

Facebook also have tools that will let you add a 'Page plugin' to your website. This means that people will be able to Like your page without clicking away from your site.

This is what it looks like:




To create a Page plugin for your page go to: bitly.com/facebookpageplugin

Add the link to your Facebook page. Play with the options until you get the box looking the way you would like it to appear on your site.

If you add 'timeline' to the tabs box site visitors will see not just details about your page but your recently posted content.

When you are happy with your design click 'Get Code'

Facebook Page URL	tabs
<input type="text" value="https://www.facebook.com/My-Test-Page-20057389996032"/>	<input type="text" value="e.g., timeline, messages, events"/>
Width <input type="text" value="The pixel width of the embed (Min. 180 to Max. 500)"/>	Height <input type="text" value="The pixel height of the embed (Min. 70)"/>
<input type="checkbox"/> Use Small Header	<input checked="" type="checkbox"/> Adapt to plugin container width
<input type="checkbox"/> Hide Cover Photo	<input checked="" type="checkbox"/> Show Friend's Faces



You and 1 other friend likes this

[Get Code](#)

You can choose from Javascript or IFrame

Send this code to your website developer to add it to your site.

9

INCLUDE A LINK IN YOUR EMAIL SIGNATURE

Your email signature is a great place to entice people to Like your page. Use your elevator pitch and link directly to your page at the foot of your email.

One warning. Email signatures can get confusing if you add too much information. It's a good idea to rotate calls to action every month with offers and links to other social channels.

Avoid adding all your links to one signature as it will confuse recipients.

10

POST CONTENT THAT APPEALS TO YOUR TARGET MARKET

Facebook makes it hard for businesses to reach their audiences. If we want people to see our posts we have to post content that will appeal to our target market.

Ensure you are posting a mixture of informative and entertaining posts.

If you implement all 10 of these strategies you should see your Facebook page grow.

The next phase is to create a content plan for your business. See our eBook 'Creating a Facebook content plan' to find out how to do this.



Irish Life

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ILA 13198 (NPI 06-17)